



WKMG

ORDER

Flight Dates 09/17/12-09/21/12

Contract / Revision **258985 /**
Original Date / Revision
 09/13/12 09/13/12
Advertiser **POL/Connie Mack/R/Sen/FL**

Agency **John McLaughlin & Associa**
Buying Contact **Marianne Campbell**

919 Prince Street
Alexandria, VA 22314

Product
MACK FOR SENATE

Agency Com 15%
Billing Contact

919 Prince Street
Alexandria, VA 22314

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **468**
Alt Order # **06314597**

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A18+

Rev Codes AGY POL CAND
Product Codes PL-Senate-Republican
Priority P-3
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$680.00	\$800.00	0.00	08/27/12	09/20/12	2	\$680.00	\$800.00
Totals	2	\$680.00	\$800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/18/12	09/20/12	Local 6 News 12-1230p CM		12-1230p	-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2				\$400.00		0.00			
														Totals	2 \$800.00